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Aug. 29, 2007

40 Under 40 Honoree: Kevin O'Connell, CPA — 39

Managing Partner, Macias Gini & O'Connell LLP, Walnut Creek, CA

EDUCATION: BS Accounting — Saint Mary's College

FAMILY: Wife Diane; Children Kevin Jr., Kaitlyn, Coilton and Michael

HOBBIES & INTERESTS: A devoted husband, father and coach

— a family man who's engaged in his kids' activities. Kevin and his family also enjoy traveling and recently traveled to Ireland and Hawaii.

PROFESSIONAL AFFILIATIONS: AICPA State & Local Gov't

Expert Panel, California Society of CPAs, Adjunct Professor of Auditing, St. Mary's College, Moraga (Calif.)

BLOG: www.mgocpa.com/go/mgo/mgo-perspectives/inside-mgo

What's the one piece of technology that MOST helps you get through your normal workday?

"My Palm Treo has everything I need to connect with my office and my clients. In addition to the basic phone, I am able to communicate with my staff through IM and receive/send real-time e-mail correspondence."

What will be the biggest change over the next five years in the ways tax and accounting firms operate?

"Providing instant secured 'self-service' access to our clients' data through the Internet. Similar to the way in which our clients are able to access their bank statements through a secured Internet site, CPAs will be asked to provide prior years' tax returns, financial statements and similar information to clients through a secured site 24/7 given our global economy."

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new ways to take MGO to the next level, through creativity, clear communication and action. For example, he spearheaded our firm's new career development program, a comprehensive personal/professional growth program called MyPath@MGO, designed to empower employees to achieve their career development goals in a structured, mentored framework. In addition, Kevin implemented a comprehensive firm-wide client survey initiative so that all clients can provide feedback on engagements quickly and easily, and he led our recent website redesign efforts with an unwavering focus on providing value to potential new hires, clients and prospective clients. He is also leading the firm's succession planning efforts and transition to a new governance model. On top of managing the firm's operations, Kevin continues to serve select clients, volunteers as an instructor in the firm's comprehensive education program, and dedicates himself to being a husband and father to his four children as well as being involved in his church and other community service commitments. He has coached his sons' football and baseball teams and actively participates in their athletic events. His eldest son currently plays in a nationally ranked high school football program, and his daughter recently qualified for the Junior Olympics in swimming.

Kevin turns his passion for accounting into an ability to help clients and employees achieve their potential. When you ask Kevin why he loves what he does, he focuses on how rewarding it is to help employees realize their goals and to help clients maximize their success.

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